



OFFICIAL PROGRAM
A Western Welcome To
FRONTIER DAYS
'68

JULY 1 - 6

"The WESTERN WAY"

DAILY PROGRAM

JULY 1-2-3-4-5-6

All T
Central Sta

Monday - July 1st

PANCAKE PARTY -- The Plaza - Central Ave.....	8:30 a.m.
DOMINION DAY PARADE - "The Western Way" - Lion's Club...	10:30 a.m.
COMMERCIAL EXHIBIT BUILDING.....	11:00 a.m. --- 11:00 p.m.
EDUCATIONAL EXHIBIT BUILDING	12:00 noon --- 10:00 p.m.
LIVESTOCK JUDGING - Purebred - Show Ring	1:00 p.m.
OFFICIAL OPENING - FRONTIER DAYS "68".....	1:30 p.m.
RODEO - Chariot Races - Trick Riding - Arena Events	2:00 p.m.
LIGHT HORSE SHOW - Show Ring - Pee Wee & Junior Classes.	4:30 p.m.
BAND CONCERT	7:30 p.m.
CHUCKWAGON RACES	8:00 p.m.
GRANDSTAND SHOW - "Showcase of Stars"	8:30 p.m.

FIREWORKS

Tuesday - July 2nd.

PANCAKE PARTY -- The Plaza - Central Ave	8:30 a.m.
LIGHT HORSE SHOW - Halter Classes - Show Ring	9:00 a.m.
4H DAIRY & SHOWMANSHIP CLASSES - Show Ring	10:00 a.m.
COMMERCIAL EXHIBIT BUILDING.....	11:00 a. m. --- 11:00 p.m.
EDUCATIONAL EXHIBIT BUILDING	12:00 noon --- 10:00 p.m.
4H FAT CATTLE CLASSES.- Show Ring	1:00 p.m.
RODEO - Chariot Races - Trick Riding - Arena Events	2:00 p.m.
BOYS & GIRLS CAMP REGISTRATION	6:00 p.m.
LIGHT HORSE SHOW - Halter Classes	6:00 p.m.
BAND CONCERT	7:30 p.m.
CHUCKWAGON RACES	8:00 p.m.
GRANDSTAND SHOW - "Showcase of Stars"	8:30 p.m.

Wednesday - July 3rd.

PANCAKE PARTY - The Plaza - Central Ave.....	8:30 a.m.
COMMERCIAL EXHIBIT BUILDING	10:00 a. M.... 11:00 p.m.
BEEF CARCASS SALE - Stockade	10:00 a.m.
KIDDIES DAY PARADE - Junior Chamber of Commerce	10:30 a.m.
4H LIVESTOCK SALE - Show Ring	10:30 a.m.
EDUCATIONAL EXHIBIT BUILDING	12:00 noon -- 10:00 p.m.
LIGHT HORSE SHOW - Show Ring	1:30 p.m.
RODEO - North Battleford 4H Musical Ride - Arena Events.	2:00 p.m.
BAND CONCERT	7:30 p.m.
CHUCKWAGON RACES	8:00 p.m.
GRANDSTAND SHOW - "Showcase of Stars"	8:30 p.m.

FIREWORKS

HEAR RODEO
RESULTS ON

Southwest Saskatchewan
Radio

CKSW

1400 KCS
SWIFT CURRENT

times
ndard Time **West Coast Shows** *815*
Operating All 6 Days *DA*

Thursday, July 4th.

4H LIGHT HORSE SHOW CLASSES	10:00 a.m.
EDUCATIONAL EXHIBIT BUILDING	12:00 noon --- 10:00 p.m.
4H LIGHT HORSE SHOW - North Battleford 4H Musical Ride .	1:00 p.m.
CHARIOT RACES	7:00 p.m.
CHUCKWAGON RACES & Gene Holter's Movieland Animals Show.	7:30 p.m.

Friday, July 5th

QUARTER HORSE HALTER CLASSES.....	9:00 a.m.
QUARTER HORSE PERFORMANCE CLASSES	9:30 a.m.
EDUCATIONAL EXHIBIT BUILDING.....	12:00 noon --- 4:00 p.m.
QUARTER HORSE CUTTING SHOW	6:30 p.m.
GENE HOLTER'S MOVIELAND ANIMALS SHOW	7:30 p.m.
TEENERS DANCE-The Stockade-Featuring "The Kaleidoscopes".	9:00 p.m.

Saturday, July 6th

GENE HOLTER'S MOVIELAND ANIMALS SHOW	2:00 p.m.
GENE HOLTER'S MOVIELAND ANIMALS SHOW	7:30 p.m.
TEENERS DANCE-The Stockade-Featuring "The Great Flood" ..	9:00 p.m.
1968 CAMARO Car Draw	Midnight

RODEO TROPHIES

ALL AROUND COWBOY -- A Trophy & \$50.00 presented by Labatt's Saskatchewan Brewery Ltd.
HIGH POINT COWBOY -- Don Perrin Memorial Trophy and a Silver and Gold Belt Buckle
presented by Ridge Booker.

SADDLE BRONC RIDING -- Hand Tooled Saddle presented by Standard Motors.
BAREBACK BRONC RIDING -- Hand Tooled Saddle presented by McDaids Motors Ltd.
CALF ROPING -- Hand Tooled Saddle presented by Healy, Imperial, Skyline and York Hotels.
STEER WRESTLING -- Hand Tooled Saddle presented by W. W. Smith Agency.
BRAHMA BULL RIDING -- Hand Tooled Saddle presented by Brown Motor Sales.
AMATEUR SADDLE BRONC RIDING -- Silver and Gold Buckle presented by Lyric Theatre.
LADIES BARREL RACING -- Silver and Gold Buckle presented by Swift Current Produce.
PONY CHUCKWAGON RACES -- Best Average Time. Silver and Gold Buckle presented by
Great West Motors Ltd.
PONY CHARIOT RACES -- Best Average Time. Silver and Gold Buckle presented by
Miller Bros. New & Used Furniture Ltd.
LABATT'S SASKATCHEWAN BREWERY LTD., Saskatoon, presents a TROPHY and cash award
to the Swift Current Business firm most appropriately dressed and decorated for
the 1968 Fair.

Canada's 1967 all round
canadian champion cowboy
wears...

**COWBOY
Kings**



Kenny Mclean and Joyce



Champion Kenny Mclean of Okanagan Falls, B.C. proudly wears GWG COWBOY KINGS. Canada's authentic rider pants. Three models to choose from—REGULAR, SLIM AND SUPER SLIM! New vibrant shades! Available in NEV'PRESS, S-T-R-E-T-C-H AND CORDUROY. (More than a million Canadians wear COWBOY KINGS every year!)

Keep up with Rodeo—Buy "Canadian Rodeo News", Official publication of the Canadian Rodeo Cowboy Association, 3804 McLeod Trail, Calgary.

"THEY WEAR LONGER BECAUSE THEY'RE MADE STRONGER"

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